This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) In a computing system comprising at least one processor and a memory communicatively coupled to said at least one processor, a method for ~~assigning~~ adjusting a score ~~to~~ of a document ~~of a plurality of structurally linked documents in order to improve the accuracy of a ranking of said document~~wherein said score increases in proportion to a number of structurally linked documents endorsing said document, comprising:

~~locating~~ identifying, using said computing system, a Web server hosting said document, said ~~on a~~ Web server defined by at least one of: (A) a server comprising a plurality of Web pages with the same symbolic host name, (B) a server comprising a plurality of Web pages associated with the same domain, and (C) a server having a plurality of Web pages associated with the same IP address~~, wherein said document has at least one backlink from at least one other document of said plurality of structurally linked documents~~;

~~selecting said document from said plurality of structurally linked documents;~~

~~calculating~~determining, on said computing system, ~~said score~~an adjustment factor in inverse proportion to ~~the~~ a number of documents hosted on said Web server; ~~and distributing~~

adjusting said score as a function of said adjustment factor~~among said number of~~ documents, whereby when said number of documents on said Web server increases said score decreases and when said number of documents on said Web server decreases said score increases; and

storing the adjusted score in said memory.

2. (Currently Amended) The method according to claim 1, further including:

assigning the score to the document in proportion to the number of structurally linked documents endorsing said ~~said at least one other~~ document.

3. (Currently Amended) The method according to claim 1, further including:

assigning the score in proportion to at least one score assigned to at least one of said structurally linked documents endorsing said ~~at least one other~~ document.

4. (Currently Amended) The method according to claim 1, further including:

assigning the score in proportion to (A) the number of structurally linked documents endorsing said ~~said at least one other~~ document and (B) at least one score assigned to at least one of said structurally linked documents endorsing said ~~at least one other~~ document.

5. (Currently Amended) The method according to claim 2, further including:

assigning the score to the document in inverse proportion to the number of outlinks of at least one of said structurally linked documents endorsing said ~~at least one other~~ document.

6. (Currently Amended) The method according to claim 1, wherein said ~~assigning~~ adjusting includes adjusting ~~assigning~~ the score ~~to the document~~ in inverse proportion to the number of documents located on the same domain as said document.

7. (Currently Amended) The method according to claim 1, wherein said adjusting ~~assigning~~ includes adjusting ~~assigning~~ the score ~~to the document~~ in inverse proportion to the number of documents having the same symbolic host name as said document.

8. (Currently Amended) The method according to claim 1, wherein said adjusting ~~assigning~~ includes adjusting ~~assigning~~ the score ~~to the document~~ in inverse proportion to the number of documents associated with the same internet protocol (IP) address as said document.

9. (Currently Amended) The method according to claim 1, further comprising:

adjusting ~~assigning~~ the score ~~to the document~~ based upon summing the scores of the at least one other document linking to said first document.

10. (Currently Amended) The method according to claim 1, wherein the ~~plurality of~~ structurally linked documents are Web pages having hyperlinks and the document is a Web page.

11. (Currently Amended) The method according to claim 1, further including outputting the adjusted score of the document to a component of a Web search service.

12. (Previously Presented) The method according to claim 1, further including assigning a set of documents scores higher than an average minimum score.

13. (Previously Presented) The method according to claim 12, wherein the set of documents is based on at least one of Nielsen ratings, ratings assigned by humans, Web page usage patterns extracted from ISP proxy logs, Web page usage patterns extracted from a search engine and documents specified according to a user preference.

14. (Currently Amended) The method according to claim 1, further including altering the adjusted score of the document based upon an additional scoring technique to said ~~assigning~~ adjusting the score.

15. (Currently Amended) The method according to claim ~~+~~14, further including comparing the adjusted score against said additional scoring technique to discover anomalous results.

16. through 18. (Canceled)

19. (Previously Presented) In a computing system comprising at least one processor and a memory communicatively coupled to said at least one processor, a method for assigning a score to a document of a plurality of structurally linked documents in order to improve the accuracy of a ranking of said document, comprising:

locating said document on a Web server defined by at least one of: (A) a server comprising a plurality of Web pages with the same symbolic host name, (B) a server comprising a plurality of Web pages associated with the same domain, and (C) a server having a plurality of Web pages associated with the same IP address, wherein said document has at least one backlink from at least one source document of the plurality of structurally linked documents;

calculating the score of the document in proportion to at least one score associated with at least one of the at least one source document;

calculating the score in inverse proportion to the number of said at least one source document located on said Web server resulting in said score being divided among said number of

documents, whereby when said number of documents increases said score decreases and when said number of documents decreases said score increases; and

storing the score in said memory.

20. (Previously Presented) The method according to claim 19, wherein the score is calculated inversely proportional to the number of said at least one source document located on the same Web server.

21. (Previously Presented) The method according to claim 20, wherein the score is calculated inversely proportional to the number of said at least one source document having the same symbolic host name.

22. (Previously Presented) The method according to claim 20, wherein the score is calculated inversely proportional to the number of said at least one source document associated with the same domain.

23. (Previously Presented) The method according to claim 20, wherein the score is calculated inversely proportional to the number of said at least one source document associated with the same internet protocol (IP) address.

24. (Previously Presented) The method according to claim 19, wherein the plurality of structurally linked documents are Web pages having hyperlinks and the document is a Web page.

25. - 32. (Canceled)

33. (Previously Presented) A computer readable medium storing computer executable instructions for assigning a score to a document of a plurality of structurally linked documents to prevent document ranking manipulation, wherein the document is located on a Web server and has at least one backlink from at least one other document of the plurality of structurally linked documents, the modules comprising:

means for locating said document on a Web server defined by at least one of: (A) a server comprising a plurality of Web pages with the same symbolic host name, (B) a server comprising

a plurality of Web pages associated with the same domain, and (C) a server having a plurality of Web pages associated with the same IP address;

means for assigning the score to the document in inverse proportion to the number of documents located on said Web server resulting in said score being assigned to said document by being distributed among said number of documents, including said document, whereby when said number of documents increases said score assigned to said document decreases and when said number of documents decreases said score assigned to said document increases; and

means for storing the score in a memory.

34. (Previously Presented) The computer readable medium according to claim 33, further including:

means for assigning the score to the document in proportion to the number of said at least one other document.

35. (Previously Presented) The computer readable medium according to claim 33, further including:

means for assigning the score in proportion to at least one score assigned to at least one of said at least one other document.

36. (Previously Presented) The computer readable medium according to claim 33, further including:

means for assigning the score in proportion to (A) the number of said at least one other document and (B) at least one score assigned to at least one of said at least one other document.

37. (Previously Presented) The computer readable medium according to claim 34, further including:

means for assigning the score to the document in inverse proportion to the number of outlinks of at least one of said at least one other document.

38. (Previously Presented) The computer readable medium according to claim 33, wherein said means for assigning includes means for assigning the score to the document in inverse

proportion to the number of documents located on a Web server with the same symbolic host name as said document.

39. (Previously Presented) The computer readable medium according to claim 33, wherein said means for assigning includes means for assigning the score to the document in inverse proportion to the number of documents located on the same domain as said document.

40. (Previously Presented) The computer readable medium according to claim 33, wherein said means for assigning includes means for assigning the score to the document in inverse proportion to the number of documents associated with the same internet protocol (IP) address as said document.